

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently Amended) A method of enabling ~~submission of form data to an application~~entry to a competition via a printed form, the printed form having coded data readable by a sensing device as the sensing device is used to interact with the form, the method including the steps, performed in a computer system, of:

receiving, from the sensing device and via a relay device: interaction data representing interaction of the sensing device with the coded data, the interaction data enabling the ~~form data~~competition entry to be electronically captured in the computer system; and a sensing device ID of the sensing device;

identifying a telecommunication address of the relay device via which the interaction data was received;

allocating a temporary registration to the sensing device ID, or to a user associated with the sensing device, based on the telecommunication address of the relay device;

storing the temporary registration in a registration database; and

transmitting the ~~form data~~competition entry to ~~the application~~an application associated with a competition administrator,

wherein the temporary registration is used to identify a return telecommunication address for sending information to the user, and wherein the temporary registration automatically expires after the duration of the competition.

2. (Previously Presented) The method of claim 1, further including the step of sending a message, via the telecommunication address, confirming that the at least some of the interaction data has been sent to the application.

3. (Original) The method of claim 2, wherein the form is disposed on a product label including human-readable information relating to the form, and the coded data relates to at least an identity of the label.

4. (Original) The method of claim 2, wherein at least some of the coded data includes a label identifier.
5. (Original) The method of claim 4, wherein the label identifier is a unique product item identifier.
6. (Original) The method of claim 5, wherein the unique product item identifier is an electronic product code.
7. (Original) The method of claim 1, wherein the coded data is substantially invisible to a human.
8. (Original) The method of claim 1, wherein the sensing device ID is stored in the sensing device and is a unique identifier of the sensing device.
9. (Original) The method of claim 8, wherein the computer system includes a database of sensing device IDs and the method further includes the step of the computer system checking the unique identifier against the database and only allocating the temporary registration if the unique identifier is not found in the database.
10. (Original) The method of claim 1, wherein the temporary registration is a netpage user identification.
11. (Original) The method of claim 1, wherein the temporary registration is allocated when the sensing device is first used to interact with the form data form.
- 12.-13. (Cancelled)
14. (Previously Presented) The method of claim 1, further including the step of ensuring that only a single temporary registration is allocated per sensing device or user.
15. (Currently Amended) A system for enabling entry to a competition~~submission of form data to an application via a printed form~~, the system comprising:
 - a sensing device having a sensing device ID, the sensing device being configured to sense coded data on ~~a~~the form and generate interaction data representing interaction of the sensing device with the coded data, and having a transmitter for transmitting the sensing device ID and interaction data to a computer system; and
 - a computer system configured and programmed to:

receive from the sensing device and via a relay device: the sensing device ID and the interaction data;

interpret the interaction data as the competition entry;

allocate a temporary registration to the sensing device ID or to a user associated with the sensing device, the registration including a return telecommunication address associated with the sensing device ID or the user;

identify a telecommunication address of the relay device via which the interaction data was received;

allocate a temporary registration to the sensing device ID, or to a user associated with the sensing device, based on the telecommunication address of the relay device;

store the temporary registration in a registration database; and

transmit the ~~form data~~competition entry to an application associated with a competition administrator~~the application,~~

wherein the temporary registration is used to identify a return telecommunication address for sending information to the user, and wherein the temporary registration automatically expires after the duration of the competition.

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16. (Previously Presented) The system of claim 15, wherein the computer system is further configured to send a message, via the telecommunication address, confirming that the at least some of the interaction data has been sent to the application.

17. (Original) The system of claim 15, wherein the interaction data identifies at least an identity of the form and a position of the sensing device relative to the form.

18.-19. (Cancelled)

20. (Previously Presented) The system of claim 15, wherein said form is a product label including one or more of: information fields that show information about the competition; button fields that generate one or more actions; and entry fields for user input.

21. (Original) The system of claim 20, wherein each button field is coincident or adjacent machine-readable coded data, the computer being configured to perform the action based on coded data sensed when the sensing device was used to interact with the button field.

22. (Previously Presented) The system of claim 15, further comprising a display device associated with the user, wherein the action associated with interacting with at least one of the button fields using the sensing device is displaying information on the display device.

23. (Original) The system of claim 22 wherein communication with the display device occurs via the telecommunication address.

24.-25. (Cancelled)

26. (Currently Amended) A method according to claim 1, using a product label for enabling entry to ~~a~~the competition, the product label comprising:

machine-readable coded data indicative of at least an identity of the label, said machine-readable coded data being readable by a sensing device as the sensing device is moved across the product label, thereby to produce interaction data for enabling the competition entry;

human-readable information pertaining to the competition, the human-readable information being at least partially coincident with the machine-readable coded data, the human-readable information including at least one field element that has a corresponding zone defined in relation to it in a page description stored in a remote computer system.

27. (Currently Amended) A method according to claim 1, for enabling anonymous entry to ~~a~~the competition via a printed competition entry form that includes machine-readable coded data, the method including the steps, performed in a computer system, of:

~~receiving interaction data representing interaction of a sensing device with the coded data, the interaction data enabling the competition entry to be electronically captured in the computer system;~~

assigning a competition alias ID to the competition entry; and

transmitting the competition entry to ~~a~~the competition administrator with the competition alias ID, thereby enabling the anonymous entry to the competition.

28. (Currently Amended) A method according to claim 1, for enabling anonymous entry to ~~a~~the competition, the competition being entered by interaction of a sensing device with a product label to generate interaction data indicative of at least an intention to enter the competition, the method including the steps, performed in a computer system, of:

identifying a first telecommunication address of the entrant from: an identity of the sensing device received or determined in the computer system; or the interaction data;

associating a temporary telecommunication address with the first telecommunication address;

sending the temporary telecommunication address and interaction data to a competition administrator;

receiving, from the competition administrator, information from the competition administrator addressed to said temporary telecommunication address; and

forwarding the information from the competition administrator to the first telecommunication address.

29. (Currently Amended) A method according to claim 1, for: enabling an entrant to enter ~~a~~the competition; and limiting subsequent communication between a competition administrator and the entrant; via a sensing device interacting with machine-readable coded data on a printed competition entry form, the method comprising the steps, performed in a computer system, of:

~~(a) — receiving interaction data representing the interaction of the sensing device with the coded data, the interaction data enabling the competition entry to be electronically captured in the computer system;~~

~~(b) — transmitting the competition entry to the competition administrator; and~~___

~~(c) — enabling transmission of up to a predetermined number of electronic messages from the competition administrator to the entrant.~~

30. (Cancelled)

31. (Currently Amended) A method according to claim 1, ~~for enabling an entrant to enter an~~wherein the competition is an instant win competition, ~~via a printed competition entry form that includes machine-readable coded data that can be sensed by a sensing device~~

~~configured to generate interaction data based on the sensed coded data, the method comprising the steps, performed in a computer system, of:~~

~~receiving the interaction data representing interaction of the sensing device with the coded data, the interaction data enabling the competition entry to be captured in the computer system;~~

~~transmitting the competition entry to a competition administrator that is configured to determine whether the competition entry is an instant win entry.~~

32.-33. (Cancelled)

34. (Currently Amended) A method according to claim 1, for validating entry to ~~a~~the competition via interaction of ~~a~~the sensing device with ~~a~~the printed competition entry form comprising coded data indicative of a unique product identifier, the method comprising the steps, performed in the computer system, of:

receiving, from the sensing device, the product identifier and interaction data representing interaction of the sensing device with the coded data, the interaction data including at least the unique product identifier and enabling a competition entry to be electronically captured in the computer system; and

transmitting the product identifier and the competition entry to a competition administrator for validation of the competition entry at the competition administrator by verification of the product identifier.